LETTERS

Don't desert 'mass'

In his Dec. 13 piece, Sid Bernstein makes the valid point that "mass" is still the key in marketing. This, in the face of the ever-more-aggressive efforts by marketers toward niche marketing narrowcasting, ZIP code mailing to psychographed audiences, etc. Why spend money sending your message to people who: A) Can't afford to buy your product? or B) Have a lifestyle that would make them shun your product?

Singling out the "non-prospects" has been enhanced to such a degree by the wizardry of our computer age that former mass marketers can now congratulate themselves not only on the money they've saved but on their communications link only with today's best customers and prospects.

But what about tomorrow?

The youngster, growing up in a family that can't afford the brand today, gets an education, a good job, a good income, a family, a new set of interests and thus becomes an ideal prospect for the brand he's never been exposed to.

On the other hand, hearing the brand's commercials and seeing the messages in print while still in the unable-to-buy category does not stop him from aspiring to buy when his circumstances change—as they're bound to.

Avoiding mass marketing is a form of elitism that owners of major brand franchises can ill afford.

Daniel L. Lionel
President, Leadership Advertising Development Co.
Syosset, N.Y.

'Time' top covers

The *US* magazine advertisement's claim that "Entertainment covers on *Time* outsell all others" (AA, Jan 7) is completely untrue. None of the best-selling issues in 1989 or 1990 carried entertainment covers. In 1989, the top five were "Planet of the Year," "World War II," "Barbara Bush," "Death by Gun" and "Trump." In 1990, the best-sellers were "Man of the Decade," "Twentysomething," "Talk of War," "Quayle" and "Iraq on the March." While these do not fit neatly into one category, it's obvious that hard news, *Time's* forte, sells best.

Ellen J. Fairbanks
Consumer marketing director, *Time*, New York

Donnelley belongs

In the article "Count on cartography" (AA, Dec. 10), no reference was made to either Donnelley Marketing Information Services or Donnelley Marketing Inc., two major players in the direct marketing and geodemographics industries.

DMIS' Conquest marketing information system currently integrates the Census DIME files with Donnelley Marketing's Geographic Base File to provide a street network view of the U.S. within major metropolitan areas. The integration of the Donnelley GBF provides national coverage across the U.S. for geocoding and address matching capabilities.

DMIS is also a major supplier of demographic and consumer marketing information and produces its own small area estimates and projections.

Jeff Knebel
Marketing manager, Donnelley Marketing Information Services
Stamford, Conn.

Sword swallower

Speaking of position being everything, how about the positioning of these two ads in *The New York Times*?

Apparently the Alvin Ailey dancer does a bit of sword-swallowing as part of his dance routine.

Nat Kameny
Kameny Spitzer Felix
New York

Bad spell

We enjoyed your market profile on Baltimore (AA, Jan. 21), and thank you for including us in your list of the largest agencies in Baltimore. However, our firm's name is Hottman Edwards Advertising, not "Hoffman Edwards."

George D. Edwards II
Baltimore

Retail increases not bad

On Jan. 7, *Advertising Age* concluded that retail sales were dismal. Well, I am not so sure.

The average of all sales increases for the stores reported in the piece was 10%. In this era of small increases in personal and disposable income, and increased retail competition in which retailers are battling more retailers for the smaller pot of money, smaller retail increases look pretty good. The rules of the game have changed, and same store comparisons are not what they meant 10 years ago for there is more retail competition. Retailers may have to settle for 3% increases. I know that I would not classify 10% average monthly increases in my salary as dismal and it's misleading to so classify it in retail.

Moreover, Wal-Mart's increases prove that there is market share and money to capture if you do what is right for the consumer. Dismal, yes—but only for retailers who don't understand that everything they do must revolve around their consumer.

Richard Feinberg
Professor of retail management
Purdue University
West Lafayette, Ind.

Where marketers fail

I'm delighted that Sandoz's pricing director, Mick Kolassa, "agrees 100% with" my proposed 4Cs (Letters, AA, Dec 17). But I'm afraid I only agree 50% with his explanation for why people in marketing "fail to focus on" Consumer wants and needs, Cost to satisfy the need or want, Convenience to buy and Communication.

He's right that many educators fail to stress consumer orientation—partly, I submit, because the old 4Ps theory views the world from the company out. The other reason is that too many companies are so short-term-results-driven that they only care about moving product right now, this week, today. But's that's a subject for another article.

Robert Lauterborn
University of North Carolina
Chapel Hill, N.C.

Sampling pioneer

United Artists' sampling program (AA, Dec. 10) reminds me of a "Movie Bonus Bag" of samples for distribution in movie theaters that I worked on with Viacom back in 1975.

Viacom ultimately abandoned this project following the departure of two executives assigned to its development.

Len Holland
Sarasota, Fla.

Negative ads don't all work

In your end-of-the-year retrospective (AA, Dec. 24), you reiterated your contention that "negative advertising . . . has become a staple of political campaigns [*and*], perhaps more significantly . . . it works." And you illustrated your point with the advertising of Jim Rappaport, who, despite a well-financed, viciously negative campaign during an anti-Dukakis, anti-incumbent, anti-liberal backlash here, was soundly defeated by the decidely weaker of Massachusetts' two U.S. senators.

The fact is that it is not negativity that "works." What works in political (or any) advertising campaign is the combination of a salable product and sound marketing strategy. Benefit selling—aggressive, yes, and sometimes comparative.

Negative campaign advertising leads to negative images of all of the candidates. We wind up electing the second-worst contender, and we lose faith in all of our elected officials as a result.

To be sure, some negative campaigns succeed; others fail miserably. We have prepared advertising for about two dozen campaigns and, while we don't win them all, have won a number against negative opponents.

To suggest that negative advertising works because it is common and because some candidates succeed with it is like suggesting that drunk driving "works" because so many people do it and a significant number of drunk drivers arrive home alive. Both suggestions are reckless, and reflect a rather shallow interpretation of the facts.

Steven J. Fradkin
President, Wizard of Adz
Dedham, Mass.

Volvo was different

All clients and advertising managers should have an opportunity to read the letter to the editor which attempts to justify the infractions of the now-infamous Volvo commercial by likening it to two other automotive commercials that may have been similarly deceptive (Letters, AA, Jan. 7). It's hard to believe that a communications professional would agree that these are all parallel cases or routine cases.

If the letter-writer is a consumer, and he sees no difference in these various ad techniques and messages, his comments serve as an important reminder that subtleties in communication are often lost on the general public and are one of the many reasons it is incumbent on advertising to be as clear as possible so as not to mislead or obfuscate.

We hope the advertising community is not as corrupt as the writer's somewhat pear-shaped observations would imply. Volvo clearly breached all ethical standards of responsible judgment by rigging a demonstration to thereby lend credibility to a core safety claim that is the foundation of the product's reputation. For this, there can be no justification. And that is why there "is such a commotion."

Deborah D. Fineout
VP, Launey
Hachmann & Harris, Inc.
New York

FREEZE FRAME

Ed Fisher

"The world only *seems* complicated. Remember, you're here to sell razor blades."

CORRECTIONS & CLARIFICATIONS

■ W.B. Doner & Co., Baltimore, claims 1989 direct response billings of $25 million, not $8 million as reported in the "Top direct response agencies" chart (AA, Dec. 24, 1990, P. 12). □

ARE YOUR PROMOTIONS FLAT?

Whether it's event marketing, point-of-purchase, or sales promotion-**whatever** you do, we can customize a program especially designed to make your promotion more effective.
So tell us about your business and we will put together a **free** analysis with a color rendering of our proposed design, along with samples of other programs used in your industry.
What you do is special, that's why we believe in giving you "special attention."

AMERICAN Slide-Chart
P.O. Box 111, Wheaton, IL 60189
708-665-3333 (800-323-4433 Outside IL)
For immediate action: FAX 708-665-3491

Five easy steps to crack market

Nisimblat sees ways to get around tight budgets

Marketer fear of the unfamiliar has kept some from entering the Hispanic market. Now tough budgetary situations have added yet another reason to bypass the segment.

Both are poor excuses, says Herney Nisimblat, director of Hispanic marketing at Colgate-Palmolive Co.

He offers the following guidelines for marketers to increase their confidence in approaching the segment—even on a shoestring budget.

■ "You don't have to go national. Think spot or local, instead."

With almost 35% of all U.S. Hispanics living in Los Angeles, New York and Miami, a limited placement can go a long way, he says.

"You can start with one market, test the waters and go from there," he says. "It's not so much a matter of cost, you have to learn."

■ Concerning costs, he advises marketers to negotiate with local stations. "Depending on the inventory they have available, you can work out a good deal."

■ Make sure you can prove the relative effectiveness of your efforts. Without the reams of scanner data marketers typically receive to support ad programs, many shy away from the Hispanic market's comparatively uncharted sales channels.

"Pick a market that's measurable vs. another brand or a competitor and get solid results to take back to management," he says. "If you do well, they'll keep your budget growing."

■ "Look at radio as an alternative," Mr. Nisimblat says. Production costs are low, so it's easier to put together a spot and spend your money on media, he says.

"Radio is much cheaper than TV," he says, while admitting "TV is still No. 1 in this market. For $1 million you can do an excellent program including network TV."

■ Consider non-media options. "There are many ways to get a brand involved in the community, communicate your message and show you support the community," Mr. Nisimblat says. □

Market loses some spice

Hispanic market ad expenditures in millions of dollars and % change

	Expenditures	% change
1990	$628.2	7.6 %
1989	583.6	6.1
1988	550.1	12.1
1987	490.7	23.3
1986	398.0	19.3

Source: *Hispanic Business*

National TV up in frequency

1990 media expenditures in millions of dollars and % change from 1989

	Expenditures	% change
1. Local radio	$156.0	4.4 %
2. National TV	142.8	19.4
3. Local TV	131.1	9.1
4. Promotion	63.1	2.9
5. Print	58.9	3.0
6. National radio	55.1	7.2
7. Outdoor	17.0	-2.9
8. Transit	4.2	-10.6

Source: *Hispanic Business*

Sears rolls out the bucks

1990 top Hispanic market advertisers in millions of dollars and % change from 1989

	Expenditures	% change
1. Procter & Gamble Co.	$29.8	1.7 %
2. Philip Morris Cos.	8.7	1.2
3. Anheuser-Busch Cos.	8.6	2.4
4. Sears, Roebuck & Co.	8.2	78.3
5. Colgate-Palmolive Co.	7.6	-2.6
6. McDonald's Corp.	7.3	5.8
7. Coca-Cola Co.	6.6	10.0
8. Ford Motor Co.	5.2	4.0
9. Adolph Coors Co.	5.1	-1.9
10. Burger King Corp.	4.8	6.7

Source: *Hispanic Business*
Advertising Age graph: John J. Bohorquez

Cosmetics, cereals, cars to take center stage

Spanish-language media sellers hunger for fresh entrees on their table. As Spanish-language media audience growth approaches maturity, executives such as Gary McBride, senior VP-sales and marketing at Telemundo Group, feel new-business development will take on an increasingly crucial role.

"We cannot look at a continued increase in audience share to build our revenues forever," he says.

Gene Bryan, VP-national sales manager of Katz Hispanic Radio, is making perhaps the most impassioned plea for bringing in new blood.

Failure to do so will result in loan foreclosure, he says.

"Even if you took all of the market's 1990 dollar growth and gave it all to one media company, that doesn't even help them service their debt," he says, noting Telemundo, Univision Network, Spanish Broadcasting System and other media companies are highly leveraged.

"If 7.6% [annual growth] is the trend," he adds, "those people investing millions are not going to see a return on their investment and meet bank requirements."

Those on the front lines of new-business development efforts at Spanish-language media say they'll be calling on companies in the following categories throughout the year:

■ Cosmetics, even though efforts to crack this category have stalled and category spending leader Maybelline Co. cut back in 1990.

■ Tourism, following Mexico's inaugural tourism campaign.

■ Mexican products, anticipating a windfall from the proposed free-trade agreement between the U.S. and Mexico that should facilitate cross-border marketing.

■ Telecommunications, primarily US Sprint and MCI Communications Corp., which are expected to challenge AT&T Co.

■ Domestic automakers, following higher spending among import advertisers, notably American Honda Motor Co., Mazda Motors of America and Nissan Motor Corp. USA.

■ Financial services, including credit cards, insurance, money transfer and banking services.

■ Confections—although Hershey Foods Corp., Nestle Foods Corp. and Mars Inc. are on *Hispanic Business'* Top 50 advertisers list already, they spend only $5 million combined on limited brands.

■ Cereals, with Kellogg Co. rumored to be making an introductory splash in the market this summer, triggering escalation in spending by General Mills, Ralston Purina Co. and Quaker Oats Co. □

When it's relevant to the Hispanic Community...

LA OPINION
411 West Fifth Street, Los Angeles, CA 90013
(213) 896-2300

How's this for starters?

TIANT, CUELLAR, MARICHAL & FIGUEROA.

Now pitching the game plan that fits your Hispanic marketing strategy.
Hispanic Legends of Baseball are a sure hit in Fiesta De Beisbol tour events, promotions, clinics, videos and infomercials. To put this roster of former Major League Baseball Players Alumni to work for you, call us today. We'll bat around some ideas and come up with a game plan that'll knock your sox off.

Call Toll Free 1-800-248-ALUM
In Pennsylvania Call 412-928-0885

MAJOR LEAGUE ALUMNI MARKETING, INC.
a wholly-owned subsidiary of the Major League Baseball Players Alumni

Hispanic nets humming, 'Hooray for Hollywood'

By Marcy Magiera and Christy Fisher

The major Hollywood studios that drove the TV networks' upfront selling season will be a boon to Hispanic TV in 1991.

"We're looking for substantial increases from the movie industry," says Peter von Gal, VP-national sales, new-business development for Univision Network.

Mr. von Gal says he expects the "few million dollars a year in advertising" the studios spent last year with Univision will grow about 50% in 1991.

Telemundo Group executives echo the sentiment. Movie advertising has been one of its fastest-growing ad categories, going from "close to zero" in 1988 to $900,000 in 1990, says Gary McBride, senior VP-marketing and sales. Category spending in 1991 easily should surpass $1 million, he adds.

The eight major studios—Columbia Pictures Entertainment, Walt Disney Co., MGM/Pathe Entertainment, Orion Pictures Corp., Paramount Pictures Corp., Universal Pictures, Warner Bros. and 20th Century Fox Film Corp.—all advertise, to varying extents, on Spanish-language TV.

Observers say this year the studios will advertise a broader range of films than the action and horror movies traditionally promoted to Hispanics.

"What movies are good for the Hispanic market? All of them," says Santiago Pozo, president of Hispanic agency Arenas Group and former manager of special markets at Universal. He says studio executives think Hispanics are interested only in films with Hispanic themes or characters, but any film of interest to the general population can do well in the market.

A 1988 study commissioned by Telemundo found that 50% of Hispanics usually see comedy films, which, unlike adventure films, require a greater command of English.

Recently Disney used Hispanic media to promote the comedy "Three Men and a Little Lady" and the animated film "The Rescuers Down Under."

Another reason for the additional activity is the studios now realize Hispanic moviegoers are bilingual.

The Telemundo study reported that 84% of all movies attended by Hispanics are in English. A recent Hispanic TV spot for Orion's "Eve of Destruction" featured a Spanish-language voice-over and a clip in which actor Gregory Hines speaks in English.

"On a [cost-per-thousand] basis, ethnic media has always been very attractive," says Alan Dinwiddie, VP-special markets for Walt Disney Co.'s Buena Vista Pictures Marketing unit.

But some studios are split over whether bilingual capabilities make Spanish-language advertising an effective buy.

Despite advertising "Eve of Destruction," Beverly Weinstein, VP-media at Orion, says she needs more research to assess Hispanic media's efficiency. The studio is looking for answers to questions concerning which theaters Hispanics attend and identifying differences in movie-going patterns between Hispanic consumers in various income levels.

"What we are aiming to do in 1991 is get a better understanding of the market," Ms. Weinstein says.

Despite the questions over efficiency, Hispanic agencies representing studios expect a big year from these clients.

Luis Bouroncle, president of Hispanic Entertainment Specialists, estimates his clients—including Warner Bros., Universal, Columbia and Disney—will place a combined total of $4 million in Hispanic TV, up about 33% from 1989. Recent releases handled by Mr. Bouroncle's agency include Universal's "Kindergarten Cop" and "Problem Child."

This also may be the year comprehensive Spanish-language movie marketing campaigns replace scattered print and TV buys.

Campaigns for Disney releases eventually will include publicity, promotions and ads. The studio intends to go beyond "just buying some spots" on the Spanish-language networks, Mr. Dinwiddie says, who Disney hired from Uniworld Advertising, New York, six months ago to coordinate ethnic marketing.

"The fact that I'm here says we're going to do a lot more than just look at [ethnic advertising]," he says. □

In a shift from pushing action and horror films, studios now are promoting comedies such as "Kindergarten Cop" and "Problem Child" to Hispanics.

Being bigger not always better

1990 top U.S. cities in Hispanic population and Hispanic media expenditures in millions

City	Hispanic population	Hispanic media expenditures
Los Angeles	6,080,304	$139.5
New York	2,737,098	89.5
Houston	1,300,038	19.4
Chicago	1,284,147	30.5
Miami	1,014,356	92.0
San Francisco	1,008,410	26.2
San Antonio	987,080	19.7
McAllen/Brownsville, Texas	815,998	NA*
Albuquerque, N.M.	651,616	NA*
El Paso, Texas	641,954	9.4

*Cities not ranked in *Hispanic Business'* list of top 10 in media expenditures

Source: U.S. Census Bureau; *Hispanic Business* **Advertising Age graph:** Cynthia Watson

Learn to speak Hispanic.

1991 U.S. Hispanic Market Seminars

April 3 .....New York
April 5 .....Los Angeles
April 9 .....Miami

Learn how you can reach this significant market efficiently and effectively.

Call Eileen Gordon for reservations, locations and details today.

Strategy Research Corporation®
100 N.W. 37th Avenue,
Miami, FL 33125
Tel: (305) 649-5400

When it's relevant to the Hispanic Community...

LA OPINION
411 West Fifth Street, Los Angeles, CA 90013
(213) 896-2300

THE #1
HISPANIC EVENT IN THE NORTHEAST!
A DECADE OF SERVICE
FERIA MUNDIAL HISPANA
July 27 & 28, 1991
Jacob Javits Convention Center
DANIEL RAMOS
(201) 837 ~ 0809
Please call for sponsorship opportunities

Autos gain top ad awareness

By Kate Fitzgerald

Automobiles rolled to the top of *Advertising Age's* adWatch survey in December, taking the top three spots for the first time.

Automobiles in general placed No. 1 in the monthly survey of advertising awareness, up from No. 4 in November, when the category as a whole tied with Chevrolet.

Ford was up one notch to second place, followed by Chevrolet in third.

Most major automobile marketers maintained their advertising levels in December, after breaking new campaigns last fall. However, General Motors Corp. and Chrysler were among a handful of auto advertisers to add fuel-economy messages to their TV spots in response to rising consumer fuel prices.

McDonald's was No. 4 in the survey, followed by Anheuser-Busch's Budweiser and Pepsi-Cola, which tied for fifth place. Coca-Cola and Toyota tied for No. 7.

Eveready Battery Co.'s persistent pink bunny character helped its Energizer brand remain among the top 10, where it placed No. 9 on the strength of its fourth-quarter campaign.

AT&T and grocery stores in general tied for 10th.

In aided awareness, mentions of Ralston Purina Co. in the **pet food** category increased significantly in December. Alpo led the category with 15.4%; Purina was second with 11.8%; Purina Puppy Chow, third with 3%; Carnation Co.'s Friskies, fourth with 2.2%; and Purina Dog Chow, fifth with 2.1%.

In the **tire** category, Bridgestone appeared among the top 5 for the first time in a year. Goodyear led the category with 22.5%; Michelin was second with 21.1%; Firestone, third with 7.1%; BFGoodrich, fourth with 2.7%; and Bridgestone and General Tire tied for fifth with 1.1%.

AdWatch is a joint project of *Advertising Age* and the Gallup Organization. Ad awareness is measured by asking a nationally projectable sample to name the first advertising that comes to mind from all seen, heard or read in the previous 30 days. In December, 1,000 adults were polled by phone. The survey's margin of error is plus or minus 3.1%. □

For more information, contact the Gallup Organization, 301 S. 68th St., Lincoln, Neb. 68506. Phone: (402) 489-0351.

AdWatch survey of advertising awareness Top 10 in December

In December, 1,000 people were asked: Of all the advertising you have seen, heard or read in the past 30 days, which advertising first comes to mind?

Rank 12/90	Rank 11/90	Advertiser	Agency
1	4*	Automobiles (general)	Various
2	3	Ford	J. Walter Thompson USA
3	4*	Chevrolet	Lintas:Campbell-Ewald
4	9	McDonald's	Leo Burnett USA
5*	2	Budweiser/Bud Light	D'Arcy Masius Benton & Bowles/-DDB Needham Worldwide
5*	—	Pepsi-Cola	BBDO Worldwide
7*	10	Coca-Cola/Coke	McCann-Erickson Worldwide
7*	7*	Toyota	Saatchi & Saatchi DFS/Pacific
9	7*	Energizer	Chiat/Day/Mojo
10*	6	AT&T	N W Ayer/Young & Rubicam/-McCann-Erickson Worldwide/-Ogilvy & Mather
10*	—	Grocery stores (general)	Various

*Indicates tie. Source: Gallup Organization, Lincoln, Neb.

McD value pitch rolls

OAK BROOK, Ill.—McDonald's Corp. this month will complete the national rollout of its Real Value Menu.

"You'll love the change" is the TV tagline being used in markets where the price reduction strategy is already in place. The "Food, folks and fun" umbrella theme continues, while "Good food. Good value" is being used for selected brand-image spots.

Leo Burnett USA, Chicago, created the advertising.

Chairman Michael R. Quinlan said the strategy is "not discounting but a coordinated program of lower pricing and meal combinations that are a value to our customers, and also good for McDonald's."

He also said he's "thrilled so far" with response to the 91% fat-free Lean Deluxe hamburger patty now in test.

"And if I'm thrilled with it, chances are we may do more with it," he said. □

NATIONAL CLASSIFIED • 212-210-0157 • (outside N.Y.) 1-800-458-8507

SALES/MARKETING PROFESSIONALS

Excellent opportunity for experienced sales/marketing professionals to join innovative, rapidly expanding sales division of national catalog marketing firm. Immediate openings in Memphis, TN office. We seek proven sales ability, experience in direct response marketing, knowledge of catalog industry and excellent writing and verbal presentation skills. If you are willing to travel and like challenging work, please send cover letter, resume & salary history to:

Director of HR--ME/AA
6000 Poplar Ave. #300
Memphis, TN 38119

EOE M/F/H/V

FULFILLMENT DIRECTOR

Crain Communications Inc, publisher of business and consumer publications has an outstanding opportunity for an experienced fulfillment person. Fulfillment Director will work with new on-line subscription fulfillment system in a challenging, growth oriented environment. Needed is a person capable of furthering the process of automating a large fulfillment and customer service operation.

Must have previous experience in fulfillment management, thorough knowledge of ABC/BPA and be well grounded in circulation data processing applications. A strong background in training and directing personnel essential.

Excellent salary and benefits. Send resume and salary requirements to:

William Strong, Vice-President/ Circulation
1400 Woodbridge
Detroit, MI 48207-3187
EOE

AD SALES
AD DIRECTORS
PUBLISHERS
PRODUCTION

Executive Recruitment & Search Division

- NATIONWIDE
- QUALITY REFERRALS
- CONFIDENTIAL

ELSA ROSS—Vice Pres.
New York: (212) 687-6615
Chicago: (312) 781-0043
FAX: (212) 697-9135

300 MADISON AVENUE
NEW YORK CITY, NY 10017
GARDNER ASSOCIATES

SENIOR CORPORATE SPEECHWRITERS

Our client, an internationally admired Fortune 100 corporation, seeks 2 accomplished, talented, and versatile writers; one for the Northeast, and one for the mid-South.

Required: **A degree, preferably journalism, a minimum of 5 years communications experience in business, government, media, or ad agencies. Work directly with corporate and marketing management on major presentations to external and internal audiences. Excellent writing skills and exposure to varied creative processes--photography, videography, motion picture direction and production, art and design are desirable.**

We invite applications from minority candidates.

To inquire, in confidence, please forward resume to:

Robert R. Columbus
RR COLUMBUS EXECUTIVE SEARCH
Box 37, Scottsville, New York 14546

Advertising Age
Database Directory

The Database Directory is a tabloid size banner page where you can reach Ad Age's national audience of over 317,000 marketing and media decision-makers with news of your database-related product or service.

Advertising Age subscribers are a hot target for database advertisers: **69% of our subscribers say that their companies currently use database management/ information retrieval software.**

(Source: High Tech Survey, Erdos & Morgan/MPG 1990)

1991 dates for the Directory are:

April 22	**Closes April 16**
October 7	**Closes October 1**

For rates and further information, contact: Adrienne Moneta 800/458-8507, 212/210-0157, or Fax your order to 212/210-0700.

Advertising Age
Where The World Gets The Word On Marketing

FAX or mail
CLASSIFIED ORDER BLANK

CLASSIFIED RATES: 1x $19 per line, 2x consecutive $15 per line. 34 characters per line. Display rates: $175 per inch, 1 inch minimum. 10% discount off 2nd consecutive insertion. Frequency rates are available. Confidential Box charge is $20. Closing deadline for Monday insertion is Tuesday at 1:00 pm. Please fill out form below in full. Use additional sheet of paper for ad copy if necessary. All ads must be prepaid. Send check or money order or we also accept Visa, Mastercard and American Express.

Category: Line ad□ Display□

Ad Copy:

Date(s) of Insertion:

Amount Enclosed

Name:

Company:

Address:

City: State: Zip:

Visa□ MC□ Amex□

Credit Card #

Name on card:

Exp. Date: Phone:

Clip and Fax or Mail this Form to:

ADVERTISING AGE CLASSIFIED
220 E. 42nd St.
New York, N.Y. 10017
9th Floor
FAX NUMBER: 212-210-0700

ADREVIEW

Wartime patriotism makes for maudlin ads

By Bob Garfield

Garfield

Wartime patriotic fervor has provoked all sorts of repugnant behavior, from Arab baiting to gas mask chic to the unseemly spectacle of soldiers' children on Super Bowl halftime display, trotted out like so many carnival freaks, enticing millions of TV viewers to feel good about feeling bad.

It is at such times that advertising is typically on the leading edge of American culture, showing the world, in moments of crisis, just how shallow and maudlin we can be.

Curiously, in the midst of Desert Storm, Madison Avenue has been remarkably restrained. But of course there have been some advertisers that simply have not been able to resist. In the Persian Gulf: The Mother of All Battles. On the home front: The Mother of All Bathos.

Print ads for Kent, Newport and True cigarettes, for instance, now will carry little yellow stripes in one corner, according to Lorillard Chairman Andrew Tisch, "to show our support for the troops."

In the genre of war-related advertising, spots from Boeing Co. (l.) and Protection One exhibit good and bad taste, respectively.

Yep, God willing, every one of our soldiers, sailors and airmen will come back alive, so Lorillard can recommence killing them. Like most yellow-ribbon advertising, while the effort is no doubt grounded in the best of intentions, it is not apt to have the best of results.

Anheuser-Busch, via D'Arcy Masius Benton & Bowles, St. Louis, has rerun a 6-year-old, 60-second patriotic paean called "Here's to You, America." The syrupy montage of bald eagles, Clydesdales, steel mill employees, gold medalists and our men in uniform isn't a major thematic departure; the brewer owns the American working class, and the jingoist world view thereof, and therefore flag waving has long been part of its advertising message.

But in the context of Gulf hostilities, it is too much. What used to be merely an overly ardent tribute to good ol' American quality now has an offensive subtext: War is hell. Drink Bud.

That commercial ran on the Super Bowl, which was venue to another all-American adverexcess from another all-American advertiser: Coca-Cola USA.

With Diet Pepsi's mammoth 800 number phone-in promotion scuttled by fears of overloading phone circuits, Diet Coke apparently had been handed a huge tactical advantage in the Cola Wars. But Coca-Cola would have no part of it. Out went funny Leslie Nielsen spots and in came a somber exercise in public handwringing, complete with funereal voice-over:

"Prior to the Middle East crisis, we had planned to run a promotional commercial today called 'Crack the Code for Real Refreshment.' But with our servicemen and women in the Persian Gulf, we feel it would be inappropriate to run our lighthearted commercial at this time." Oh, please.

Was this really a sudden crisis of conscience in Atlanta, or did Coca-Cola USA fear being bested by PepsiCo in the War Effort Sweepstakes? Was this corporate sensitivity, or corporate grandstanding?

Leslie Nielsen cracking jokes is not inappropriate. What is inappropriate is the morbid wallowing in prospective grief. Far from supporting our troops, the dismal tone must be thoroughly demoralizing, bespeaking emotional breakdown on the home front, playing directly into the enemy's psychological warfare hand.

Obviously, death in the Gulf helps put soft drinks and pro sports and TV commercials into perspective —but then, so does death in the violence-torn inner city, on the highways, in the AIDS wards and everywhere else. Life, however, goes on. There is no need to rend the social fabric. The rape of Kuwait is bad enough. Why should we allow ourselves to be Saddamized?

At worst, yellow-ribbon advertising represents base opportunism, exploiting the danger to our armed forces and the anguish of our nation. At best, it is a gratuitous gesture, a sort of heart-on-your-sleeve sanctimony that, by belaboring the obvious, devalues the sentiment behind it.

One prominent exception is a handsome spot from Boeing Co. and Cole & Weber, Seattle: another reprise of another patriotic montage, but more stylishly, subtly executed and minus the implicit sales pitch. To the lyrics of an obscure stanza of "America the Beautiful" we see scene after scene of our armed forces in action, followed by a simple vote of thanks.

Since no viewer is being asked to run down to Boeing to buy a 757 or a C5A, the company's motives, like its message, appear pure.

But then, also from the Pacific Northwest, comes a regional spot called "War Story." It opens, amid much commotion, in what looks like a military command center.

"There's a war going on," the announcer says.

What kind of war? A war on crime. The spot, from Marx/Knoll, Denight & Dodge, Portland, Ore., for a company called Protection One, advertises burglar alarms. □

A diamond hue

New Champagne gems get $5M push

By Cleveland Horton

Recession notwithstanding, a new class of diamonds is about to be introduced to the U.S.

Argyle Diamonds of West Perth, Australia, which produces about one-third of the world's diamonds, plans a $5 million marketing effort to spark interest in colored gems.

The marketing effort is thought to be the largest in the jewelry industry apart from DeBeers Consolidated Mines and the World Gold Council, says Team One, El Segundo, Calif., which won the account early this year. A unit of Saatchi & Saatchi Advertising, Team One specializes in marketing premium products and services.

Argyle has trademarked the name Champagne Diamond to distinguish the colored gems from the better-known white variety. The colored diamonds are further classified in seven color ranges from light champagne to cognac.

Argyle commissioned a study last year to determine consumer interest in the colored jewels. The results noted a strong potential for the stones, particularly in settings that feature contrasting shades of diamonds.

The company says the jewelry will retail for between $800 and $4,000.

A trade campaign starts this month to introduce the Champagne Diamonds, promoting their country of origin. An intensive consumer campaign will follow in mid- to late summer. □

Car ad cuts

(Continued from Page 3)

deadline for Iraq to pull its troops out of Kuwait.

For the Jan. 11-20 period, sales of U.S.-built vehicles fell 25.5%, compared with a year ago, to 191,029, according to *Automotive News*.

Several sources familiar with dealer vehicle orders said last week those orders were running as much as 50% behind year-earlier levels, a reflection of the lack of showroom traffic as consumers worry about the war and recession.

The marketing cutbacks might be short-lived if automakers start to see more opportunity in the market, said Jim Wangers, senior managing partner at Automotive Marketing Consultants.

"The industry is coming off a bad year. Coupled with the uncertainty of consumers, everybody's on the fence, including the imports," he said.

Regional dealer ad group spending, most of which goes into local broadcasting stations, is also slowing because of the sales slump.

Most dealers contribute to those funds on the basis of shipments they receive from the factory, paying either a fixed amount or a percentage of invoice per each vehicle, said Mike Strong, president of Strong Automotive Merchandising, a Birmingham, Ala., agency that handles 33 dealer ad groups and eight individual dealers.

One note of encouragement, Mr. Strong said, is that "individual dealers already have hit the bottom of the trough, and they have come back promoting."

He said dealers still believe pent-up demand will drive up sales after uncertainty about the war's impact comes to an end.

GM agency executives are resigned to the reduced ad spending but worry it will cost market share, especially to Japanese brands.

"If you lose share of voice, there's always the concern you could lose ground that you won't be able to get back," said one agency official.

One reason GM ad budgets aren't set in concrete is that the corporation is giving divisions more flexibility in allocating overall marketing expenses, said a divisional marketing executive.

Money for consumer incentives, such as rebates, is being lumped with funds for advertising and promotional programs.

The divisions can largely determine how to allocate the funds among marketing programs and will have some ability during the year to shift from one program to another.

GM President Lloyd Reuss said recently the company's marketing costs had reached $1,200 per vehicle, including the cost of consumer incentives. That would put GM's total marketing expenditures at nearly $6 billion in 1990.

Cadillac ad spending apparently won't be trimmed from its estimated $90 million level in 1990 because of fierce competition in the luxury segment and the crucial fall introductions of the new Seville and Eldorado models.

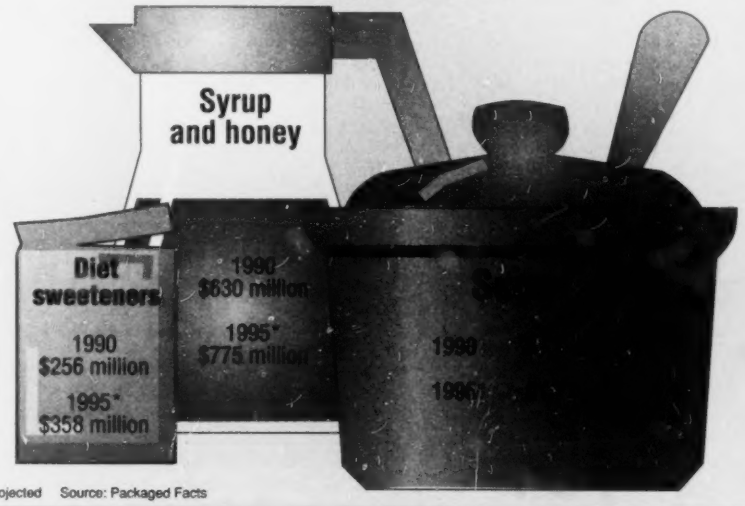
"This will be the time for us to step out very dramatically," said Peter Levin, director of advertising for Cadillac.

Though he declined to disclose ad spending plans, Jay Qualman Jr., Buick's general director of advertising, said "it looks like a challenging year." □

DATAWATCH

Sugar sales turning sour

Retail dollar sales of tabletop sweeteners are slowing down. Total volume increased a meager 3% in 1990 to $2.5 billion; 1989 sales were up 7.5% from the year before. Here's how the three main segments fared in sales.



* Projected Source: Packaged Facts

CYNTHIA WATSON

NOTE

ONLY THE FOLLOWING PAGES OF THIS

PUBLICATION HAVE BEEN FILMED

Cov. 1, Pgs: 2, 3, 18, 20, 44,

45